

CLAIMS:

1. A method of predicting the performance of an Internet advertising campaign comprising:
collecting anonymous web-surfing data during the serving of Internet advertisements to
determine a frequency characteristic of user visits for a set of web sites on which advertising
is to be served;
collecting data about user population size for the web sites;
selecting a number of impressions to be served at each web site;
calculating a gross rating point ratio by dividing the number of impressions by the
number of total users in the market;
calculating a reach value estimating the number of users expected to be reached by an
advertisement.
2. The method of claim 1 including calculating a targeted rating point ratio by dividing the
number of impressions by the number of total users in a limited demographic market
segment.
3. The method of claim 1 including selecting a demographic set to be targeted.
4. The method of claim 1 wherein collecting data about user population size for the web sites
includes collecting demographic information for the web sites.
5. The method of claim 4 wherein the demographic information includes at least one
characteristic selected from a set of characteristics including: age, sex, income, parental
status, and geographic location.
6. The method of claim 1 including collecting data about the duplication of visits among the
web sites, such that individual users visiting more than one site are not counted as separate
users.

7. The method of claim 1 wherein determining a frequency distribution includes determining what number of impressions must be served to reach a selected number of users.
8. The method of claim 1 wherein determining a frequency distribution includes determining a propensity to saturation based on the number of visits to the site by a typical user in a selected time interval.
9. The method of claim 1 wherein determining a frequency distribution includes determining a propensity to saturation based on the number of visitors to the site during a selected time interval.
10. The method of claim 1 wherein determining a frequency characteristic includes grouping users into subgroups based on the percentage of impressions served to each subgroup, then simulating the service of a selected number of simulated advertisements by randomly assigning each simulated advertisement to a user.
11. The method of claim 10 wherein randomly assigning each simulated advertisement includes assigning each advertisement to a subgroup by a weighting function of the percentage of impressions served to that subgroup.
12. The method of claim 11 including randomly assigning a simulated advertisement to a user member of the subgroup to which the simulated advertisement was served.
13. The method of claim 10 wherein calculating a reach value includes determining the number of users to which at least a selected number of simulated advertisements were served.
14. The method of claim 10 wherein there are M users are grouped into N subgroups, wherein the first subgroup includes the M/N users to whom the most impressions were served, and each subsequent subgroup includes the M/N users to whom the most impressions were served of the remaining users.

15. The method of claim 10 including proportionally allocating the total number of simulated advertisements to be served to the subgroups based on the number of impressions served to that subgroup.

16. A method of predicting the performance of an Internet advertising campaign comprising:

- 5 collecting anonymous web-surfing data during the serving of past Internet advertisements to determine the number of impressions served to each user visiting a selected site during a selected interval;
- grouping the users into subgroups based on the percentage of impressions served to each subgroup;
- 10 simulating the service of a selected number of simulated advertisements by randomly assigning each simulated advertisement to a user based on the number of impressions served; and
- calculating a projected reach value by determining the number of users to which at least a selected number of simulated advertisements were served.

15 17. The method of claim 16 wherein randomly assigning each simulated advertisement includes assigning each advertisement to a subgroup by a weighting function of the percentage of impressions served to that subgroup.

18. The method of claim 17 including randomly assigning a simulated advertisement to a user member of the subgroup to which the simulated advertisement was served.

20 19. The method of claim 16 wherein there are M users are grouped into N subgroups, wherein the first subgroup includes the M/N users to whom the most impressions were served, and each subsequent subgroup includes the M/N users to whom the most impressions were served of the remaining users.